



Maid Brigade Addresses the “Gray Area” of Green Online
GreenCleanCertified.com provides in-depth information on the health benefits of green living.

ATLANTA – October 5, 2007 – GreenCleanCertified.com, a site dedicated to informing visitors about green living, launched today as part of a continued effort by Maid Brigade to educate the public about the health benefits associated with green lifestyle choices in general, and particularly green cleaning.

Maid Brigade, a national residential cleaning company, initially developed the site to address the lack of clarity among the general public of what truly constitutes a “green” cleaning and why it is important. Research conducted by the company revealed that of the 2000-plus survey respondents, nearly half (48 percent) did not associate a green lifestyle with promoting wellness/healthfulness and 51 percent did not associate it with avoiding health hazards. Conversely 65 percent equate a green lifestyle with environmental friendliness and 62 percent connect green to combating global warming. Yet the primary motivator for purchasing green products and services in general is health.

“This disconnect suggests that the real need in the marketplace is to first help consumers understand the association between green and health. Once consumers make the connection, they can make more informed choices for their families,” says Cloud Conrad, Maid Brigade’s Vice President of Marketing. “Ultimately, green cleaning is one of these choices.”

Due to the research, the site evolved to promote the healthful aspects of green living throughout the home, not just green cleaning. “We are committed to the health of our customers and our employees. This site is not about selling our service. It’s about providing information that consumers desperately need and helping to clear up confusion in the marketplace”, says Conrad.

GreenCleanCertified.com is part of the company’s initiative to educate consumers in ways they can make their homes more healthful for families and pets through green practices. The web site is dedicated to sharing green living information with all members of the community and provides tips on ways to incorporate green into the home, an interactive quiz for visitors to test their green knowledge, facts and figures supporting various green claims and ongoing commentary by Green Living expert and bestselling author Annie Bond.

Bond answers readers’ questions and contributes to a regular feature column on green living. Her first column blasts through the myths associated with green cleaning.

“The web is a great place to educate the public about green initiatives,” Bond says. “While there are many sites devoted to the topic of green, Maid Brigade is doing the public a great service by providing this valuable resource dedicated entirely to green living. Even better, they also go into people’s home and help them live a healthy and green lifestyle. I am proud to be a part of this.”

Should site visitors decide they want to begin green cleaning their home but don't have the time, the site provides information on Maid Brigade's Green Clean Certified™ system. The company is the only national housecleaning service using cleaning products certified by Green Seal, Inc., a non-profit organization devoted to environmental standard setting, product certification and public education. Maid Brigade's Green Clean Certified system also uses equipment and processes that conform to Green Seal's cleaning service standards.

"We are accepting responsibility to lead our industry in developing, using and promoting cleaning products and procedures that can reduce the harmful effects caused by household cleaning," Conrad said. "We are doing this to protect the health of the families we serve, as well as the environment."

The content on GreenCleanCertified.com will be updated regularly to stay current with green trends and provide visitors with up-to-date information on new green developments and offerings. For additional information about GreenCleanCertified.com, use the "Contact Us" form located on the site, or call 1-888-79-GREEN.

About Maid Brigade

Headquartered in Atlanta, Maid Brigade is a global residential cleaning service with more than 400 franchised service areas operating in the United States, Canada and Ireland. Established in 1979, Maid Brigade remains at the forefront of the residential cleaning industry, commanding a healthy and growing market share every year since its inception. Customers depend on Maid Brigade to consistently exceed their expectations, providing a safe and thorough cleaning, along with superior, guaranteed service. For more information, visit www.maidbrigade.com or call 888-79-GREEN.

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